What is claimed is:

1. The method represented by the generalized reaction depicted in Scheme 1:

(R)<sub>p</sub> (G)<sub>q</sub> ArX transition metal catalyst, base, solvent, heat

ArX

ArX

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## Scheme 1

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G represents, independently for each occurrence, an electron withdrawing group selected from the group consisting of formyl, acyl, -C(O)OR, -C(O)NR<sub>2</sub>, nitro, nitroso, -S(O)<sub>2</sub>R, -SO<sub>3</sub>R, -S(O)<sub>2</sub>NR<sub>2</sub>, -C(NR)-R, -C(NOR)-R, and -C(NNR<sub>2</sub>)-R;

R represents, independently for each occurrence, hydrogen, alkyl, aryl, heteroalkyl, heteroaryl, halogen, alkylamino, arylamino, alkylthio, arylthio, alkoxy, aryloxy, or  $-(CH_2)_m$ - $R_8$ ;

Ar represents an aromatic or heteroaromatic moiety;

the transition metal catalyst comprises a Group VINA metal;

base represents a Bronsted base;

R<sub>8</sub> represents independently for each occurrence a substituted or unsubstituted aryl, cycloalkyl, cycloalkenyl, heterocycle or polycycle;

m, independently for each occurrence, is an integer selected from the range 0 to 8 inclusive;

q is an integer selected from the range 1 to 3 inclusive; and p is an integer equal to (3-q).

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- 2. The method of claim 1, wherein the transition metal entalyst comprises a bidentate ligand.
- 3. The method of claim 1, wherein the transition metal catalyst comprises an asymmetric ligand; and the reaction produces a non-racemic mixture of a chiral compound 2.
- 4. The method of claim 1, wherein the transition metal catalyst comprises palladium, platinum, or nickel.
- 5. The method of claim 4, wherein the transition metal catalyst comprises palladium.
- 6. The method of claim 5, wherein the transition metal catalyst comprises palladium and a bidentate ligand.
- 7. The method of claim 6, wherein the transition metal catalyst comprises palladium and an asymmetric bidentate ligand.
- 8. The method of claim 1, wherein R represents, independently for each occurrence, hydrogen, alkyl, aryl, heteroalkyl, heteroaryl, or -(CH<sub>2</sub>)<sub>m</sub>-R<sub>8</sub>.
- 9. The method of claim 1, wherein X represents Br, I, -OTf, -ONf, -OTs, or -OMs.
- 10. The method of claim 1, 2, 3, 4, 5, 6, 7, 8, or 9, wherein X represents Br, I, -OTf, or -ONf.
- 11. The method of claim 10, wherein the base is an alkoxide, carbonate, or an amide.
- 12. The method of claim 11, wherein the base is a salt of tert-butoxide, dialkylamide, or bis(trialkylsilyl)amide.
  - 13. The method of claim 12, wherein the base is lithium, sodium, or potassium tertbutoxide.
  - 14. The method of claim 13, wherein the base is sodium tert-butoxide.
  - 15. The method of claim 10, wherein the solvent is a non-polar, aprotic solvent.
  - 16. The method of claim 14, wherein the solvent is a non-polar, aprotic solvent.
  - 17. The method of claim 15, wherein the solvent is a hydrocarbon.

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- 18. The method of claim 16, wherein the solvent is a hydrocarbon.
- 19. The method of claim 17, wherein the solvent is an aromatic hydrocarbon.
- 20. The method of claim 18, wherein the solvent is an aromatic hydrocarbon.
- 21. The method of claim 19, wherein the solvent is toluene.
- 22. The method of claim 20, wherein the solvent is toluene.
  - 23. The method of claim 1, wherein q equals 1.
  - 24. The method of claim 22, wherein q equals 1.
  - 25. The method of claim 1, 2, 3, 4, 5, 6, 7, 8, or 9, wherein G represents, independently for each occurrence, acyl, formyl, -C(O)OR, -C(O)NR<sub>2</sub>, -S(O)<sub>2</sub>R, -SO<sub>3</sub>R, -S(O)<sub>2</sub>NR<sub>2</sub>, -C(NR)-R, -C(NOR)-R, or -C(NNR<sub>2</sub>)-R.
  - 26. The method of claim 1, 2, 3, 4, 5, 6, 7, 8, or 9, wherein G represents, independently for each occurrence, acyl, -C(O)OR, -C(NR)-R, -C(NOR)-R, or -C(NNR<sub>2</sub>)-R.
  - 27. The method of claim 1, 2, 3, 4, 5, 6, 7, 8, or 9, wherein G represents acyl.
  - 28. The method of claim 1, 2, 3, 4, 5, 6, 7, 8, or 9, wherein the method is practiced between about 70 and 110 °C.
  - 29. The method of claim 1, 2, 3, 4, 5, 6, 7, 8, or 9, wherein the method is practiced at about 100 °C.
  - 30. The method of claim 1, 2, 3, 4, 5, 6, 7, 8, or 9, wherein the method is practiced at about 70 °C.
  - 31. The method of claim 1, 2, 3, 4, 5, 6, 7, 8, or 9, wherein the method is practiced at about 25 °C.
  - 32. The method of claim 1, 2, 3, 4, 5, 6, 7, 8, or 9, wherein the product has an ee of greater than or equal to 50%.
- 25 33. The method of claim 1, 2, 3, 4, 5, 6, 7, 8, or 9, wherein the product has an ee of greater than or equal to 70%.

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- 34. The method of claim 1, 2, 3, 4, 5, 6, 7, 8, or 9, wherein the product has an ee of greater than or equal to 80%.
- 35. The method of claim 1, 2, 3, 4, 5, 6, 7, 8, or 9, wherein the product has an ee of greater than or equal to 90%.

36. The method represented by the generalized reaction depicted in Scheme 3:

wherein

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G represents, independently for each occurrence, an electron withdrawing group selected from the group consisting of formyl, acyl, -C(O)OR,  $-C(O)NR_2$ , nitro, nitroso,  $-S(O)_2R$ ,  $-SO_3R$ ,  $-S(O)_2NR_2$ , -C(NR)-R, -C(NOR)-R, and  $-C(NNR_2)-R$ ;

R represents, independently for each occurrence, hydrogen, alkyl, aryl, heteroalkyl, heteroaryl, halogen, alkylamino, arylamino, alkyltnio, arylthio, alkoxy, aryloxy, or  $-(CH_2)_m$ - $R_8$ ;

R' represents, independently for each occurrence, hydrogen, alkyl, aryl, heteroalkyl, heteroaryl, alkylamino, arylamino, alkylthio, arylthio, alkoxy, aryloxy, or -(CH<sub>2</sub>)<sub>m</sub>-R<sub>8</sub>;

X represents halogen, -OTf, -ONf, -OTs, -OMs, (alkyl)S(O)<sub>2</sub>O-, or (aryl)S(O)<sub>2</sub>O-; the transition metal catalyst comprises a Group VIIIA metal; base represents a Bronsted base;

Rg represents independently for each occurrence a substituted or unsubstituted aryl, cycloalkyl, cycloalkenyl, heterocycle or polycycle;

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m, independently for each occurrence, is an integer selected from the range 0 to 8 inclusive;

q is an integer selected from the range 1 to 3 inclusive; and

- p is an integer equal to (3-q).
- 37. The method of claim 36, wherein the transition metal catalyst comprises a bidentate ligand.
  - 38. The method of claim 36, wherein the transition metal catalyst comprises an asymmetric ligand; and the reaction produces a non-racemic mixture of a chiral compound 4.
  - 39. The method of claim 36, wherein the transition metal catalyst comprises palladium, platinum, or nickel.
  - 40. The method of claim 39, wherein the transition metal catalyst comprises palladium.
  - 41. The method of claim 40, wherein the transition metal catalyst comprises palladium and a bidentate ligand.
  - 42. The method of claim 41, wherein the transition metal catalyst comprises palladium and an asymmetric bidentate ligand.
  - 43. The method of claim 36, wherein R represents, independently for each occurrence, hydrogen, alkyl, aryl, heteroalkyl, heteroaryl, or -(CH<sub>2</sub>)<sub>m</sub>-R<sub>8</sub>.
- 44. The method of claim 36, wherein X represents Br, I, -OTf, -ONf, -OTs, or -OMs.
  - 45. The method of claim 36, 37, 38, 39, 40, 41, 42, 43, or 44, wherein X represents Br, I, -OTf, or -ONf.
  - 46. The method of claim 45, wherein the base is an alkoxide, carbonate, or an amide.
  - 47. The method of claim 46, wherein the base is a salt of tert-butoxide, dialkylamide, or bis(trialkylsilyl)amide.
  - 48. The method of claim 47, wherein the base is lithium, sodium or potassium tert-butoxide.

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- 49. The method of claim 48, wherein the base is sodium tert-butoxide.
- 50. The method of claim 45, wherein the solvent is a non-polar, aprotic solvent.
- 51. The method of claim 49, wherein the solvent is a non-polar, aprotic solvent.
- 52. The method of claim 50, wherein the solvent is a hydrocarbon.
- 5 53. The method of claim 51, wherein the solvent is a hydrocarbon.
  - 54. The method of claim 52, wherein the solvent is an aromatic hydrocarbon.
  - 55. The method of claim 53, wherein the solvent is an aromatic hydrocarbon.
  - 56. The method of claim \$4, wherein the solvent is toluene.
  - 57. The method of claim 55, wherein the solvent is toluene.
  - 58. The method of claim 36, wherein q equals 1.
  - 59. The method of claim 57, wherein q equals 1.
  - 60. The method of claim 36, 37, 38, 39, 40, 41, 42, 43, or 44, wherein G represents, independently for each occurrence, acyl, formyl, -C(O)OR, -C(O)NR<sub>2</sub>, -S(O)<sub>2</sub>R, -SO<sub>3</sub>R, -S(O)<sub>2</sub>NR<sub>2</sub>, -C(NR)-R, -C(NOR)-R, or -C(NNR<sub>2</sub>)-R.
  - 61. The method of claim 36, 37, 38, 39, 40, 41, 42, 43, or 44, wherein G represents, independently for each occurrence, acyl, -C(O)OR, -C(NR)-R, -C(NOR)-R, or -C(NNR<sub>2</sub>)-R.
  - 62. The method of claim 36, 37, 38, 39, 40, 41, 42, 43, or 44, wherein G represents acyl.
  - 63. The method of claim 36, 37, 38, 39, 40, 41, 42, 43, or 44, wherein the method is practiced between about 70 and 110 °C.
    - 64. The method of claim 36, 37, 38, 39, 40, 41, 42, 43, or 44, wherein the method is practiced at about 100 °C.
    - 65. The method of claim 36, 37, 38, 39, 40, 41, 42, 43, or 44, wherein the method is practiced at about 70 °C.
    - 66. The method of claim 36, 37, 38, 39, 40, 41, 42, 45, or 44, wherein the method is practiced at about 25 °C.

- 67. The method of claim 36, 37, 38, 39, 40, 41, 42, 43, or 44, wherein the product has an ee of greater than or equal to 50%.
- 68. The method of claim 36, 37, 38, 39, 40, 41, 42, 43, or 44, wherein the product has an ee of greater than or equal to 70%.
- 69. The method of claim 36, 37, 38, 39, 40, 41, 42, 43, or 44, wherein the product has an ee of greater than or equal to 80%.
- 70. The method of claim 36, \$7, 38, 39, 40, 41, 42, 43, or 44, wherein the product has an ee of greater than or equal to 90%.